

IBOC is not good for terrestrial radio. It is a panacea. Stations need to concentrate the basics: good programming.

I heard WLW and WOR testing IBOC at night. It ruined my reception of WGN, Chicago. I listen to WGN, which is relatively distant, because it is a rarity in the world- it offers quality local programming- not the same tiresome syndicated talk radio which pervades the medium.

I will not BUY the new equipment required to receive IBOC broadcasts because the technology offers nothing compelling to me- the audience. Sean Hannity and Rush Limbaugh on 15 different channels is no more compelling when it available in bad-MP3 digital quality.

I have already given up on FM- thanks to my XM satellite radio. Digital FM will not bring me back, deeper playlists, would.

Embracing IBOC will simply hasten my abandonment of terrestrial radio entirely. Satellite digital radio succeeds because of programming NOT because it is digital.

Ruining reception of distant stations with digital hiss just makes it more difficult to find anything worth listening to.